Take a break - Intro

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The importance of analytics

- Setting up analytics on your site is crucial in order for you to figure out what is working
- You can't grow your business if you have no idea what is bringing in sales and what is just a waste of time
- What we'll cover:
  - Google Analytics
  - Mixpanel
  - Kissmetrics
  - linking strategies

Survey of analytics tools

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LECTURE SUMMARY

Covered in this lecture:

The 3 main analytics platforms

- Analytics track how people interact with your site, what they click, what they buy, etc.

  There are 3 big analytics platforms:

- **#1 Google Analytics**

  - it's mostly free to use and about 65% of worldwide websites use it
  - it's great for entry level work & basic tracking
  - it's very easy to install
  - it tracks page views (how many people loaded a certain page)

- **#2 Mixpanel**

  - it has more features than Google Analytics but it's not free
  - it's easier to use but harder to set up
  - it tracks actions (what people do once they land on your site)

- **#3 Kissmetrics**

  - it tracks a lot more things than the other two platforms
  - you will need a developer to help you set it up
  - it tracks actions, and it can track a user across all of their devices and visits
  - it has an A/B testing feature built into the system

Linking strategies with Bit.ly

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LECTURE SUMMARY

Covered in this lecture:

Tracking different links

- While analytics track people after they land on your site, it's important to know where those people came from
- The key to figuring this out is to make each link unique depending on where people can click it

- **One way of doing this is using a web wrapper or link shortener like Bit.ly**
- Use a custom link for each post you make online so you can track the traffic from each one

- **Another way is to customize your links so they don't look like bit.ly/link - people usually avoid clicking those**
- You'll have to buy a domain in order to create custom links (ex.: evank.im/link)

Alternate linking strategies

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LECTURE SUMMARY

Covered in this lecture:

Other ways to track links

- **#1 Add a tag to your real link**

  - example: evankimbrell.com/?ref=twitter
  - browsers ignore whatever comes after the question mark in the link, so people will be directed to the same site but you will be able to track where they came from
  - it works better with blue clickable links, not so well with links that people have to copy and paste (they might think it's suspicious)

- **#2 Use HTML to mask your link**

  - it only works in places where you can use HTML (forums, email, etc.) - if you can add images, you can probably add HTML code too
  - use this code:

    My cool product

  - in your post, the sentence "My cool product" will turn blue and clickable and it will take people to your link